

STAR GAZER

By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Thursday, read words corresponding to numbers of your Zodiac birth sign.

ARIES MAR. 21-20 APR. 20	1 Permit 2 Influential 3 Your 4 If 5 Mind 6 Make 7 You 8 Gamble 9 Will 10 Get 11 Wait 12 Yourself	31 Recognized 32 Watchword 33 Of 34 Opposite 35 On 36 Interested 37 Sex 38 In 39 Effective 40 That 41 Will 42 Enticement 43 You 44 Your 45 Increases 46 Respond 47 Partner 48 Assistance 49 And 50 Something 51 A	61 To 62 Facts 63 Today 64 Year 65 Could 66 Forward 67 Self- 68 Indicated 69 Make 70 The 71 Reverses 72 If 73 Are 74 Confidence 75 Attention 76 Available 77 Having 78 Lead 79 More 80 First 81 Domestic 82 Financial 83 Future 84 Expect 85 Briskly 86 Pay 87 You 88 Trouble 89 Astroy 90 Off	LIBRA SEPT. 23 OCT. 23	4-7-8-43 53-54-71	SCORPIO OCT. 24 NOV. 21	21-25-25-51 55-58-68	SAGITTARIUS NOV. 23 DEC. 22	6-18-27-32 53-72-86-90	CAPRICORN DEC. 23 JAN. 20	11-13-15-55 62-73-76	AQUARIUS JAN. 21 FEB. 19	10-12-31-49 57-66-79-85	PISCES FEB. 20 MAR. 20	20-29-40-45 64-67-74
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Good Adverse Neutral

Opinions Vary Widely on Present Business Outlook, Reporter Says

By REYNOLDS KNIGHT

There seems to be considerable divergence of opinion between the nation's economists and American businessmen over the current business outlook.

Most economists seem to feel that the business recession, if you prefer to call it that, will be mild and brief. Some even refuse to term it as a recession. Their reasoning for the most part is based on the fact that the downturn of the past five months has been mild and that it isn't gaining momentum too rapidly.

BUSINESSMEN, on the other hand, are less optimistic over the outlook for the first quarter than they were at this time last year. Only 49 per cent of 1,480 executives recently surveyed expect sales to be higher in the first quarter than for the like period last year, compared with 65 per cent who foresaw sales increases at this time last year.

The survey, conducted by Dunn's Review & Modern Industry, also showed that businessmen are even less optimistic about profits and new orders for the approaching quarter than they were last year.

ONE BRIGHT spot for consumers and labor, however, is the fact that 80 per cent of businessmen interviewed plan no price changes at present, and only five per cent foresee possible worker reductions.

History suggests that the bottom any time between late winter and early summer. Looking back, there have been four recessions since World War II and their average length has been just over 10 months.

SCOTCH VENTURE—American industry has been eyeing Western Europe for some time now in the hope of making sound investments in an area of the world which is rapidly expanding industrially.

One of the latest ventures has been made in Scotland by an American firm. In fact, the first whisky distillery ever built in the Scottish Highlands with U.S. capital was dedicated last month by Long John Distilleries, Ltd., the Scotch whisky producing arm of Schenley Industries, Inc., of New York.

A MAJOR reason for the project is the American consumer, who now accounts for about 58 per cent of all Scotch exports, which have increased from 2.1 million gallons in 1934—first year of repeal—to 18.3 million gallons by 1959. Total sales of Scotch in the U.S. has soared from 6,500,000 cases in 1958 to 7,660,000 cases in the 12 months ended June 30, 1960.

The company selected a site at Tormore-on-Speyside in Morayshire because of an un-failing supply of pure mountain spring water. Production capacity of the plant is cur-

rently estimated at 400,000 gallons of malt whisky per distilling season. Plans for further expansion to 500,000 gallons are now being completed.

'GIFTS FOR the Home'—Along with the makers of toys, lingerie and ties, the manufacturer of major household appliances enjoy an appreciable share of the annual Christmas buying spree.

There is a definite trend toward buying ranges, clothes dryers, water heaters and other household equipment as "gifts for the home," the Gas Appliance Manufacturers Association states. While these are not the kind of presents you can tie with a red ribbon and put under the tree, many families figure Christmas is the time to buy them, with appropriate announcement ceremonies at the time they open the other gifts.

GAMA marketing specialists estimate approximately 79,000 gas ranges, 98,000 gas-fired water heaters, 27,000 gas clothes dryers, 79,000 individual room heaters and more than 1000 automatic gas refuse disposers will be bought in time for Christmas giving.

Dealers report that even new gas-operated central heating and air conditioning systems are being ordered for near-Christmas installation.

Recognizing the trend toward "buying the house a present," gas equipment makers encourage the practice through special Christmas promotions, individually, jointly with other manufacturers and through local gas companies, GAMA points out.

THINGS TO COME—A new light, thin, inkless stamp pad that never requires reinking is now available to the "rubber stamp" trade. Also coming to market is an electrical gadget for housewives that keeps edibles like cookies, potato chips and nuts fresh and crisp.

STABLE FOOD PRICES—Federal economists predict that food prices will remain relatively stable during the months ahead. Although the cost of processing and marketing farm foods is expected to increase in the future, the farm value of foods is expected to decline slightly, which will offset the rise in marketing costs. Processing and marketing now account for 62 per cent of retail food costs, up from 53 per cent a decade ago.

BITS 'O BUSINESS—U.S. farm product exports in the crop year ended June 30, 1960, totaled \$4.5 billion. That's just four per cent below the record \$4.7 billion shipped out of the country in 1956-57. A high level of economic activity in the major markets of the world was the prime factor in the strong trend of such exports during the past six years.

Lucky STORES

Spreckels 5 Pound Bag

Sugar 29¢

FREE Cartload of Groceries WORTH \$20.00 OR MORE

Come in for entry blanks. No purchase required. Winners name will be posted. You need not be present to win.

Heinz Ketchup

14 oz. **17¢**

Tastes better . . . goes further . . . really perks up seafood.

Birds Eye Dinners

11 oz. **49¢**

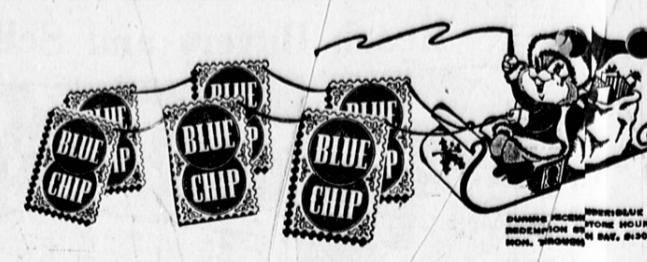
Chicken, Turkey and Beef . . . complete dinners with flavor frozen in.

- Del Monte Cream Corn** 303 Can **17c**
Golden Bantam Cream Style . . . with sweeter flavor . . . tender kernels.
- Rogers Petite Peas** 303 Can **19c**
Sweet tender peas . . . full of garden sweetness.
- Laura Scudder Mayonnaise** Quart **49c**
Delicately seasoned to flatter other flavors.
- Laura Scudder Peanut Butter** 16 oz. **45c**
Tastes just like good fresh roasted peanuts.
- Ritz Crackers** 12 oz. **29c**
Three inner packs . . . richer, crisper crackers!
- Star Kist Chunk Style Tuna** No. 1/2 **29c**
Tight meat . . . rich protein from the sea.
- Birds Eye Onion Rings** 4 oz. **4 for 89c**
Frozen . . . Ready to thaw and serve.
- Crinkle Cut Potatoes** 16 oz. **25c**
Simple frozen potatoes . . . very tasty and so easy to prepare.
- Wyler's Soup Mixes** **3 for 25c**
Chicken Noodle and Chicken Rice . . . fix in a jiffy.
- Sara Lee Frozen Cake** Reg. **79c**
Banana, Orange, Chocolate, Coffee and Brownie.

DELICATESSEN SPECIALS

- Fresh Liver Sausage** lb. **39c**
The real Braunschweiger men go for . . . fresh . . . by the piece.
- Tillamook Cheese** lb. **69c**
Genuine Tillamook satisfies every taste . . . natural cheddar . . . never processed.
- Strained Baby Food** 4 1/2 oz. **3 for 37c**
Peanut . . . packed in sanitary re-usable jars.
- Russian Dressing** 8 oz. **35c**
Wishbone . . . for wonderful salads.
- Italian Dressing** 8 oz. **39c**
Wishbone . . . real taste treat on tossed salad.
- Pream** 4 oz. **35c**
Cream it with Pream.

PRICES EFFECTIVE THURSDAY, FRIDAY, SATURDAY, SUNDAY, DECEMBER 8, 9, 10, 11



TOMATO SAUCE

8-oz. Can **5¢**

CAKE MIX

BETTY CROCKER Reg. Box **29¢**

Lucky EVAPORATED MILK

Tall Can **10¢**

Red Delicious

Extra Fancy Washington Medium & Small Sizes

Extra fancy Washington Red Delicious . . . in medium and small sizes for lunch box and T-V snacks . . . most popular apple . . . fine-grained and firm, but tender! Wonderful for salads, desserts, or just eating out of hand.

Green Beans

Kentucky Wonder . . . Extra Fancy Quality Stringless Beans . . . Fresh.

Red Emperor Grapes

Red Emperor . . . For low caloric sweetness . . . for quick energy . . . serve them

Red Leaf Lettuce

Fresh, tender and tasty . . . won't bulge your waistline . . . adds zest to any meal

LUCKY BOURBON



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MORTUARY
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